

UPCOMING EVENTS



SATURDAY, AUGUST 15

Tammera Fox from CAbi clothing will be at Shiraz for anyone interested in looking more beautiful! During our normal tasting hours of 1 to 5 p.m., she will have her spring/ summer samples to try and buy here at the store at 65% off! Bring cash or check for purchases. Please spread the word!

TUESDAY, AUGUST 18

OLE!!! A PARTY WITH PATRICK MATA AT CASA MIA

Help us welcome one of my heroes in the wine business, Patrick Mata, on his first trip to Athens. Patrick and his business partner, Alberto Orte, founded Ole Imports ten years ago. Before the age of 30, Patrick was named one of Robert Parker's wine personalities of the year. We will be tasting over a dozen great wines from Ole, and then hosting a celebration to meet, greet, drink, dance, and eat!

Ole Imports has been responsible for the largest number of wines in the Shiraz wine club over our history. Take a look at this month's article for more about

THURSDAYS AT SHIRAZ

Every Thursday, starting when we open at 11, we have fresh (never frozen) fish delivered--check our emails for the catch of the week. We will also be selling fresh bread from the Daily Neighborhood Deli. All of these selections will change weekly, but they will always be fresh--and delicious.

Shiraz
FINE WINES & GOURMET
675 PULASKI ST
SUITE 400
ATHENS GA 30601

RETURN SERVICE REQUESTED

JOIN OUR WINE CLUB!

Each month, Emily and the staff here at Shiraz select 3 wines we think are special and that you are sure to enjoy. All wines that we pick come complete with tasting notes and serving suggestions. Though all of the wines may be purchased separately, members receive a substantial discount on their package every month. This package consists of the three wine picks and one of our gourmet items selected for your sampling pleasure. The cost of the wine club package each month is \$45 (the cost separately is \$50-60); save money on the picks each month, plus a discount on each featured bottle purchased! Wine club also gets an extra 5% off all cases in the store. If you are a member of our wine club, you'll also get the first peek at special items here in the store. Wine club gets you extra access to everything in the store, including events! Please ask us if you'd like more information or to join--it's the best deal in town! For even more savings and great wines at a different tier, take a look at our new Premier Cru wine club level! Details inside with the picks of the month. . .

Ole's place in the Spanish wine revolution!

Tasting from 6 to 7:30 p.m. - Featuring a dozen great wines from Ole Imports and great cheese from Spain. Patrick will be sharing insights on Spain's vineyards, history. . . and future!

Party from 7:30 to 9:30 p.m. -With live music and an array of great tapas--and 2 glasses of wine are included with your ticket!

Please come and support a very special person to Shiraz, and have fun doing it!!!

\$40 per person
starts promptly at 6 p.m.
tickets available now

SATURDAY, SEPTEMBER 12

We will be selling good 'ole fashioned BBQ, courtesy of Willie's Hog Dust, a new grilling spice.

We will have 12-hour smoked pork butts cooked with Willie's Hog Dust for your tailgating pleasure.

Call us for reservations at 706-208-0010.

And drop in any Saturday between 1:00 and 5:00 p.m. for our theme wine and food tastings.*

**Our wine tastings are for educational purposes only.*

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Shiraz

FINE WINE & GOURMET

"Wine should be an xray of the land in liquid form." -Patrick Mata

www.shirazathens.com

"Ole stands for value." This was at the front of my very first Ole Imports catalog. I've gone through about 5 more books since then, taking notes on bottles, estates, and producers; I've used the maps and pictures to educate; I've even written for the publication. But the one thing that has been a constant is that Ole still stands for value.

Why Spanish wines? French and Italian sales have pretty much evened out over the past 8 years, while Spanish numbers have climbed consistently, showing a 141 percent growth from 2000 to 2008. Champagne sales are down; Cava is way up. As consumers clamor for more bang for their buck, Spain continues to overdeliver.

Spain has more land under vine than any country--the region of La Mancha alone produces more than all of Australia. But with a 95% rate of dry farming, low yields mean greater complexity. Coupled with the diversity of over 600 indigenous varietals and the value that comes with cheaper land and labor, Spain has put itself on the map as a dynamic leader in the wine industry.

Leading this revolution is the young winemaker, with passion, energy, and no fear of risk. Other countries have an older generation in charge; Espana has a large contingent of leaders under 40. While the rest of the world is incorporating organic practices, 95% here already is. "Organic" labels are uncommon, as the locals take it for granted.

Where does Ole Imports fit into this exciting new infusion of wines into the U.S. market? This year, they boasted the most high-rated wines at affordable prices of any other Spanish importer, with 9 wines under \$15 with 90 points. Ole also had 5 of the 15 highest rated wines of the year, the highest in America. Almost every winemaker in the portfolio is under 35 (as are Alberto and Patrick).

Patrick and Ole are, quite simply, the most dynamic duo in one of the hottest areas for wine in the world. This rock star of the wine industry is as selfless and giving as anyone I have ever met. He will be in Athens for one night this month to showcase some of our favorites from the current selection.

Have you seen the wines at Shiraz? Odds are good! The largest contingent of wines in wine club over our 4-year history have been from this small grouping of diverse and interesting wines worth far more than the asking price. Don't believe us? Come taste!

AUGUST 2009

ASK US ABOUT WINE CLUB!
706-208-0010 OR
EMILY@SHIRAZATHENS.COM
EMILY'S WINE CLUB SELECTIONS FOR
AUGUST

Puydeval Vin de Pays 2007
Languedoc, France
60% Cabernet Franc, 30% Syrah,
10% Merlot

Full, earth-based, with dark fruit, this is a more silky, polished example of Cab Franc. Smoky, full of asian spices and black pepper, there are hints of flowers and meaty tannin. Though it is laced with violets and black berries, the wine is as much about structure as it is about the fruit. Immensely versatile, this will pair well with anything from burgers on the grill to eggplant parmesan to a simple antipasti platter.
\$14.99

Glatzer Blaufrankish 2007
Carnuntum, Austria

An elegant red, like Malbec but even more food-friendly, zippy with acid but full of substance. It has a lot of spiciness, plus dried mint, sweet herbs, and smoke. With that smooth texture plus a light hint of herbs, it is almost like red Gruner. Looking for a replacement for Berger Zweigelt? The importer names these 2 as the best value reds in the portfolio. Great with cheese, vegetables, and made for pork loin
\$19.99

Yealands Sauvignon Blanc 2008
Marlborough, New Zealand

A flagship organic winery in New Zealand, and the first built under "Green Star" Certification. Wind turbines, recycled bottles and boxes, solar power, and regenerated heat are all part of their giving back to the environment. And the wine is textbook: classic gooseberry, grapefruit, and lime, with touches of elegance and minerals to keep it from being cookie-cutter. A great match for goat cheese, fish, or asparagus tart.
\$12.99

This Month's Feature:

Off the Leash "Finn" 2007
60% unoaked Chardonnay, Semillon, Pinot
Gris, and Viognier

The makers of "The Max" Shiraz have done it again--this time with a fresh, ripe white that makes me think of the beach. A nose of lime and brown sugar has zesty citrus, lemongrass, apple, and light spice flavors. The finish has an herbal weight balanced by an oily, slippery texture--as they say, "slide into it."
"impressive clarity & energy" -International Wine Cellar; 89 points
\$24.99

wine club deal of the month = \$15.99!

**TASTE WHAT THE WINE CLUB ALREADY KNOWS--
OUR PICKS ARE DELICIOUS!**

**THE FIRST SATURDAY OF EACH MONTH, THE WINE
TASTING WILL STAR THE WINE CLUB PICKS!**

JOIN US ANYTIME BETWEEN 1 AND 5 P.M.

Wine Club Premier Cru Level!



We are adding a new optional feature for Wine Club members! With the Premier Cru level, members will enjoy all the benefits of the Wine Club with even more added perks. For an extra \$25 a month, you will receive the three wines and food item in the club, plus another special, allocated bottle priced between \$25 and \$35. We will, of course, add other specials for Premier Cru members as well! Premier Cru Level members also get an extra 10% discount on all cases in the store. See us for any questions about becoming a PCWC member!

Premier Cru Level Pick
Neyers Zinfandel, Tofanelli Vineyard 2006
Napa Valley, California

The 60-year vines at Tofanelli are some of the most famous in Napa, and this indeed a classic California Zinfandel. Dark and rich, with lots of acid, spice, black fruit, licorice and anise satisfy. With a little more time, it is more refined, but maintains the acid and firm backbone. One of the most complex wines Neyers has made, it fermented for almost 17 months, breaking the record at the winery--a steal compared to Turley's offering at \$60.

\$39.99
Extra bottles for
Premier Cru Members = \$29.99!

The Mouse Trap

As a natural extension to the world of wine, Shiraz is excited to announce a new focus on the delicious world of cheese. We hope to tantalize your taste buds while heightening your awareness of how cheese can be incorporated into your daily routine and make your special events sparkle. We have added "The Mouse Trap" in the monthly newsletter to serve as a fresh source of information each month. It is our hope at Shiraz that these tidbits will entice you to come on in and see all that cheese has to offer.

Why is cheese even important? According to the Encyclopedia of Gastronomy, *Larousse Gastronomique*, cheese is described as "...indispensable to all meals and even enhances the flavor of wine." The next time you look at our cheese case, approach it as you would a bottle of wine. Each cheese is amazingly complex. Appearance, smell, flavor and texture are all part of the experience of cheese in much the same way as wines are. Just as wines differ from region to region, different parts of the world are known to specialize in certain styles of cheese (for example the blue cheese Stilton is from England). Additionally, like with French wine, there are laws that regulate names for certain cheeses that originate from specific regions of France (ex: Roquefort).

Throughout the upcoming months, please join us in the ongoing discovery of how to pair wine with cheese, plan a cheese course or just simply take a nibble.

**SHIRAZ'S RECIPES FOR
AUGUST**

This month the focus is on Spain. From tapas to dessert the Spanish enjoy their cheeses. Specifically, we are focusing on Ibores (ee-BOR-ess). We selected this cheese due to its great versatility when it comes to wine pairing. This cheese pairs especially well with a Riesling, though it is great with a wide variety of wine.

Ibores is a zesty, warm-flavored goat's milk cheese from the rugged province of Extremadura in Spain. These dark brown mountain goats live in a low altitude plateau with abundant pastures and oak woods surrounded by high rugged Villuercas and Ibores mountains. Historically, the residents of the region have dedicated themselves to farming migrating herds of goats for supplying meat and dairy products.

Ibores is a semi-firm cheese, with a pleasant, lingering tangy finish. Rubbed with paprika and olive oil during the two month aging process, the wheels are visually striking and offer a great alternative to fresh goat cheeses. Please enjoy: you can stack chorizo, black currant mustard, and ibores on a cracker; add it to your favorite veggie omelet; or drizzle with olive oil and balsamic and eat it on its own. Put it with spiced pecans as a dessert course. It can even be grated over pasta dishes or grilled vegetables. Ibores is \$5.99, and comes automatically in this month's wine club.

FRIED IBORES WITH JAM

When fried, Ibores becomes almost liquid inside. The sweetness of a cold jam provides a great contrast.

- 8 slices Ibores
- 2 eggs
- 2 cups bread crumbs
- 1/4 cup olive oil

Your favorite jam or fruit chutney (I love green tomato jam, high five pepper jelly, or tropical fruit chutney from Nature Isle)

Place the cheese in the freezer for 15 minutes. Put beaten eggs in one bowl and bread crumbs in another. Remove cheese from the freezer and dip into the egg and then crumbs and fry in hot oil until golden. Serve with cold jam and a salad.

ASPARAGUS-SALMON TART

- 1 pastry shell
 - 2 wedges (12 oz) Ibores cheese
 - 2 Tablespoons milk
 - 7 oz. butter
 - 1.5 oz. cornstarch, added to 2 Tablespoons water
 - 2 eggs
 - 7 oz asparagus, cooked al dente and chopped
 - 7 oz smoked salmon
- Gently heat together milk, butter, and cheese until melted. Bring to a boil and add eggs and cornstarch mixture. Finely slice the salmon and place in the pastry shell. Pour over the cheese mixture and add the asparagus. Bake at 375 F for 5 minutes and serve hot or cold.
courtesy Spain GourmeTour

SPANISH ANTIPASTI

- olive oil and fresh bread
- Ibores and other Spanish cheeses
- sliced fresh tomatoes with olive oil
- roasted white onions
- sliced Chorizo
- grilled Pimentons
- Endive salad

ROASTED WHITE ONIONS

Cut onions in half. Add fino sherry, water, and butter, and cook over low heat for at least an hour, until onions are wilted and have absorbed most of the liquid. Serve.

GRILLED PIMENTONS

Select the smallest sweet peppers possible. Rub them with olive oil and either put them on the grill or broil them. Turn them so that the peppers get charred all over. Sprinkle with sea salt.

ENDIVE SALAD

Cut endive in half. Combine olive oil, sherry vinegar, and shallots in a bowl and drizzle over the top. Here's a salad you can eat with your hands!

Want the perfect wine for an antipasti platter?

Talai Berri Oreka Chacoli de Guetaria, Spain
(100% Hondarribi Zuri)

From one of the first wineries in the Basque region. Intense aromas include honeysuckle and violets; in-your-face flavors are lime, passionfruit, and a stony structure. The winery adds some CO2, providing a little spritz; the finish lasts forever. As the Wine Advocate declared, "this is irresistible." Have it with ANYTHING-but we LOVE it with veggies, anchovies, and cheese!

\$24.99
this month, try it for only \$21.99

Want the perfect olive oil to really TASTE?

Oleo de Castilla is a fantastic extra virgin olive oil made by Pablo Villar. It has a low acid level, and is 60% Picual and 40% Arbequina olives from the Rueda region of Spain. This is my all-time favorite olive oil. It doesn't have the bite that the Tuscans have, but is fuller than most Greeks. This is absolutely delicious on its own with bread, and is outstanding with fish or vegetables as a sauté.

Oleo is \$29.99
This month, try it for only \$19.99!